

What is claimed is:

1. A method for selling jewelry comprising the steps of:
providing a rough stone;
determining a cutting configuration for the rough stone, the cutting configuration including a first stone and a second stone;
cutting the rough stone to provide the first stone and the second stone;
presenting the first stone to a first person;
presenting the second stone to a second person, the first and second person having a specific relationship.
2. The method of claim 1 further comprising the step of mounting the first stone in a first piece of jewelry and the second stone in a second piece of jewelry, the first piece for the first person and the second piece for the second person.
3. The method of claim 2 wherein the specific relationship is husband and wife.
4. The method of claim 2 wherein the specific relationship is a life partner.
5. The method of claim 2 wherein the specific relationship is parent and sibling.
6. The method of claim 2 wherein the specific relationship is siblings.
7. The method of claim 2 wherein the specific relationship is engaged to be married.
8. The method of claim 1 further comprising the steps of:
presenting information to a customer outlining the process of cutting a rough stone and, options included in purchasing a rough stone including cuts and sizes.
9. The method of claim 8 wherein the information is presented over the Internet.
10. The method of claim 1 wherein the rough stone is a diamond.

11. The method of claim 1 wherein the rough stone is a ruby.
12. The method of claim 1 wherein the rough stone is an emerald.
13. The method of claim 1 wherein the rough stone is a sapphire.
14. The method of claim 1 wherein the first stone is larger than the second stone.
15. A method for selling stones comprising the steps of:
 - providing a first stone and a second stone, the first and second stones from a single source;
 - presenting the first stone to a first person and the second stone to a second person, the first and second persons having a specific relationship.
16. The method of claim 15 wherein the specific relationship is husband and wife.
17. The method of claim 15 wherein the specific relationship is a life partner.
18. The method of claim 15 wherein the specific relationship is parent and sibling.
19. The method of claim 15 wherein the specific relationship is siblings.
20. The method of claim 15 wherein the specific relationship is engaged to be married.